

# Mineiro 3 - 2nd Phase - Novo Esporte vs Tupi

DATE: Saturday, October 25, 2025  
LOCATION: Juiz de Fora, Minas Gerais, BR

## Event Description

Mineiro 3 - 2nd Phase - Novo Esporte vs Tupi is a premier sports event in Juiz de Fora. This event attracts visitors from around the world and significantly impacts local hotel demand, creating opportunities for strategic revenue management and guest experience optimization.

## Key Information

**Category:** sports  
**Importance Rank:** 68/100  
**Expected Attendance:** 8,017 people  
**Event ID:** 5NrrC9MCJEBvWJHHw

## Hotel Demand Indicators

**ADR Impact Index:** 7.3x baseline (varies by property tier & location)  
**Occupancy Impact:** +61 percentage points over baseline  
**Booking Lead Time:** Demand begins 60 days before event  
**Impact Radius:** 15km from venue  
**Estimated Room Nights:** 3,207 across all properties

*Note: Actual impact varies by property location, star rating, and local market conditions.*